

ABSTRACT OF THE DISCLOSURE

Image data representing an image read by reading means are input to normalization processing condition determining means and to pre-normalization processing image inputting means of the image receiving apparatus. Parameters are input from parameter inputting means to the normalization processing condition determining means. The normalization processing condition determining means determines a normalization processing condition so that the image to be output is in an appropriate density range or the like, and inputs the condition to normalization processing condition inputting means via normalization processing condition outputting means. Normalization processing executing means normally carries out the normalization processing on the image data under a normalization processing condition which is the same as the normalization processing condition determined by the normalization processing condition determining means. When the normalization processing condition is changed, condition changing means changes the normalization processing condition to a condition different from the one determined by the normalization processing condition determining means, and the normalization processing is carried out on the image data using the condition after the change.